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## Newsletter – August 2007



*Formosa  
Manufactured  
Stone Siding -  
Chocolate*

### **Manufactured Stone Siding Delivers Cost-Effective Results to the Construction Industry.**

**Manufactured stone siding is making a splash in an industry looking to accomplish large-scale construction projects that stand apart from the herd.**

The look of real stone is a major selling point for an increasingly selective property buying sector. To meet the demand, premium manufactured stone siding delivers the look and function that makes for a long-lasting property all around. This is a mass-produced product, enabling a quicker and more cost-effective result from manufacturing, to construction, to property sales.

"The technology that goes into this line of products allows the delivery of a look and performance that buyers want, and at a faster rate," says Rob Banks, Executive VP of Sales for BuildDirect. "And because this material is mass produced, it is an inexpensive way to deliver these benefits to buyers too."

Mixed containers of manufactured stone siding of multiple colors, or container loads of single colors are both options for distributors looking to address the varied design requirements of architectural firms.

Flats, corners, and a range of colors mean that architects are able to choose siding from a single distributor that can be more easily integrated into their design vision. And by carrying varied products that are manufactured according to the same high-standards from shipment to shipment, and delivered under a single brand, buying confidence is always high.

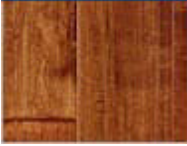
Offering these products to buyers in the construction industry not only improves sales potential for distributors, but also ensures the quality of the end results too.

[Formosa manufactured stone siding](#) by the container-load delivers a range of color choices that visually match the look of stone siding for less than the cost of real stone siding. [Chocolate Ledge stone at \\$1.44/sq.ft.](#) and other choices in this line of manufactured stone siding is sold in flats, where corners are offered at [\\$2.74/lin.ft.](#)

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### **High-End Installer Discovers Best Pricing from BuildDirect**

**CASE STUDY**

*Burlington  
Handscraped  
Maple Amber  
Hardwood Floors*

**Also Means Great Results.**

**Nathan G. of North Dakota got a pleasant surprise when he discovered that a low price doesn't always mean lower quality on hardwood flooring. In his case, it meant great results at 1/3 the price.**

Low pricing on flooring has traditionally been linked to a reduction in quality. Nathan G, a seasoned contractor who has built a career on exclusively high-end installation certainly kept this in mind when ordering maple hardwood flooring for his personal use. But Nathan was in for a pleasant surprise when he received his shipment of hardwood; great results for 1/3 of what he would usually pay for comparable materials for a professional job.

"I am a general contractor and have limited myself to building high-end homes," explains Nathan. "I chose this product for my own personal home since I couldn't find anything local in my price range." Nathan ordered [Burlington handscraped amber maple hardwood flooring at \\$3.79/sq.ft.](#) "I expected this to be a little lesser quality since it was about 1/3 the price of comparable flooring. I put down about 1000 sq. ft of it and had not so much as a single piece that I was unable to use. Absolutely incredible."

BuildDirect has built a reputation on being able to deliver consistent quality to serve the expectations that professionals like Nathan have for achieving high-end results. Lower pricing on comparable materials is a reality not because corners are cut at the manufacturing stage. BuildDirect cuts the mark-ups that are usually part and parcel to sourcing quality [hardwood flooring](#) by eliminating middle parties from manufacturing to sales. This means that quality remains high, while administration costs which usually drive up the price are significantly minimized.

Nathan's story is a typical one. But BuildDirect's approach to hardwood flooring and other building supplies has the importance of best quality built into great pricing. Meeting the expectations of the professionals for quality while still being able to deliver building materials at a price that is 1/3 of what would be standard elsewhere at the same time is a pleasant surprise BuildDirect is able to deliver every day.

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